Part 1: "Elevator" Introduction

SalesTalk is a "Sales Acceleration" (SA) tool – an automated **sales playbook** that becomes a sales rep's virtual sales coach and makes even an inexperienced rep sound like a seasoned professional. SalesTalk guides reps through prospect conversations to customize and personalize the sales process and makes new reps productive immediately. SalesTalk can operate as a stand-alone package or will seamlessly integrate with Salesforce, Microsoft Dynamics and other Customer Relationship Management (CRM) systems – minimizing manual data entry. Analytics enable management to replicate winning strategies and processes.

Part 2: Market and Industry Analysis

How large is your market? Is this market growing? How fast?

CRM Industry leaders believe that *every sales team* needs to implement SA "**playbooks**" - "the next generation of SA technology." *Gartner* forecasts that the SA market growth is accelerating faster than other software markets, projecting a **56% increase in Compound Annual Growth Rate (CAGR)** over the 2013 to 2017 period. **With only 10% market penetration** by SA tools, it is estimated that spending on SA tools will grow to **$7 billion in North America by 2017**. *Frost & Sullivan* states that SA is a disruptive technology: "SA continues to be one of the fastest growing technologies," predicting a **74% year-over-year growth rate**. *TechPro Essentials* (*Aberdeen*) states that SA is a "hot technology trend to watch" as sales leaders recognize that SA solutions deliver an essential competitive advantage by dramatically improving quota attainment.

What market segments are you going after and why? SalesTalk targets two primary markets based on their growth projections and high adoption rate of sales tools: 1 – call/contact centers (outsourced "inside sales"), and 2 – mid-sized companies (SMBs) with inside sales teams. 67% of reps fail to achieve quota and, on average, $3K per rep is spent per year to improve sales performance. Sales leaders are motivated to implement technology that will improve quota achievement and increase revenues making SalesTalk an easy tool to sell.

Who is in the market already? What is the nature of competition – direct, indirect, substitutes? Direct competitors (InsideSales, Mindmatrix, WittyParrot, Qvidian, Callidus Cloud, Savo, and Salesvue) demonstrate the growing market demand for SA. Like the CRM market where the top 5 vendors capture only 45% of the market, industry leaders project there will be many successful companies in the SA market. SalesTalk's technology is a differentiator: easier to use, lower ramp-up time for calling agents, more functionality, and a more effective lead generator than traditional call/contact center products. Indirect competitors such as Salesforce (with less than 20% of the CRM market) and Microsoft Dynamics act more as systems of record and fail to provide real-time data capture, navigation, personalized one-to-one campaigns and automated data updating.

Part 3: Go-to-Market Plan

Who are your customers? Prove they are buying your product from you. SalesTalk's ideal prospects are organizations within our two target markets (call/contact centers and SMBs) with 20 to 500 sales reps. SalesTalk's functionality and scalability was validated by an independent third party at the expense of a large private labeler of SalesTalk. The substantial *increase in SalesTalk's SA revenues in 2016 over 2015* proves the marketability of and demand for SalesTalk*.

Describe how you win customers today. Describe your future customer acquisition strategy. SalesTalk wins customers by demonstrating functionality, seamless integration with third party CRM vendors, scalability and ease-of-use in creating lead nurturing campaigns, tracking all interactions and facilitating follow-up activities to close new business – at a competitive price that is on average 50% less than the competitors. Current programs with channel partners are a material part of SalesTalk's customer acquisition strategy.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy? Incumbents fail to deliver the comprehensive, automated and integrated functions defined as SA by industry experts. Built on our experience in CRM and a sophisticated, underlying Marketing Automation (MA) platform, SalesTalk provides all the functionality others claim to have but fail to deliver. SalesTalk has flexibility not available in competitive packages – able to operate as a stand-alone and complete SA solution or able to seamlessly integrate with other platforms (e.g., Salesforce or Microsoft Dynamics) making SalesTalk an easy add-on. SalesTalk is aggressively pursuing, and being pursued by, companies offering complementary products. Agreements have been signed with several partners to offer integrated solutions.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. SalesTalk is a rep's indispensable tool guiding them through the entire sales process from lead generation to close. With all conversational and digital communications automatically captured, reps have instant access to all pertinent information that enables them (or a new rep on the account) to have conversations relevant to that specific prospect. Reps come across as knowledgeable, responsive and respectful of the prospects' time. **SalesTalk makes the sales process a science that can be repeated** and used by every rep in an organization.

Technology Validation. (What evidence can you present that your product works as advertised?) SalesTalk's current largest contact center client has completed its pilot program and will deploy more than 400 users in 2017. The contact center client used an independent third-party to ensure the product worked as advertised and provided a comprehensive, integrated and scalable solution that would serve its needs for the next 5+ years. During the pilot program, another third party stress-tested the SalesTalk platform under heavy user loads in a realistic call center environment.

Describe the remaining product development risks and your plans to overcome them. SalesTalk has been deployed with paying customers in the target markets and is constantly being enhanced to meet changing market needs.

Describe your product's advantages (features, e.g.) for end-users vs. substitute solutions. SalesTalk: delivers a comprehensive, integrated system that spans 3 technology platforms, CRM, MA and SA delivering a full suite of features instead of several loosely connected applications = cohesive solution ensuring effective use of information; offers a low cost pricing structure that mitigates the risk factor for users moving to a new platform; operates as a standalone, comprehensive product or provides seamless integration with other platforms, such as Salesforce and Microsoft Dynamics CRM; delivers call center-specific features not available in other solutions by utilizing an underlying sophisticated "rules engine" to provide agents with their calling queues. Key differentiators from our competitors: SalesTalk does not charge its call center clients for limited use of SalesTalk features (a "freemium" to encourage full use) or for integrating all the information that is gathered (SalesTalk's Story-So-Far) into their customers' CRM (like SalesForce or Microsoft Dynamics). Call center customers have confirmed that SalesTalk has given them a competitive advantage in an industry where differentiation is difficult.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?) SalesTalk has filed a non-provisional utility patent, recently published, for systems and methods to improve sales effectiveness. When issued, the patent will allow SalesTalk to exclude others from making, using or selling infringing technologies. Employees and third party contractors all sign appropriate nondisclosure and consulting agreements acknowledging SalesTalk as the owner of all technology and the intellectual property developed or created by them. Federal trademark applications have been filed to protect the name and slogans used by SalesTalk. Arizona trademark registration number 59903 for SalesTalk was granted October 2015. Written agreements with clients and business partners protect SalesTalk's IP rights.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you. SalesTalk creates a barrier to entry through its strategic alliances with market leaders of complementary technologies to offer a complete solution as opposed to just a "best of breed" single application, integrating with the most widely used CRM systems, and providing low cost onboarding packages to minimize the costs and time of switching technologies.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far? What are the next few major risk-reduction milestones? Several risks have been mitigated: *(1) Development Risk:* SalesTalk is fully deployed and has been independently tested and functionality verified; *(2) Market Visibility:* SalesTalk is engaging a PR agency to assist with market visibility efforts during 2017; (3) *Prospect Pipeline:* through strategic alliances, SalesTalk has acquired qualified prospect lists to which targeted campaigns are currently being implemented; (4) *Product Validation & Funding:* SalesTalk's partnerships validate the technology; (5) *Losing Business to Recognizable Names:* SalesTalk is joint marketing with established market leaders and is partnering with large, technical support organizations (including AZ headquartered Indecomm Global) to add depth to its support team.

Briefly list and describe your key team members. Key team members include: 3 senior software developers (*B. Pass, J. Riegel, C. Watson*); 2 client success managers with sales and marketing backgrounds (*D. Mammen* and *S. Sokoh*); 1 sales rep with experience in SaaS technology and SalesTalk product and markets (*A. Machuca*); Director of Marketing (*R. Kubel*); *A. Rohrer*, sales consultant; accountant (*H. Tsugawa*); *L. Brock*, in-house counsel with more than 25 years of IP expertise who handles all legal matters and serves as chief administrative officer and taught Intellectual Property Law at Kennesaw State University for 13 years; and founder & CEO *Richard Brock*, recognized as the "Father of CRM" (CRM Magazine), also a founder and CEO of private and publicly held CRM and MA companies.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? SalesTalk has plans to hire (i) a sales manager (a nationally recognized sales consultant will join the company this year as the Chief Revenue Officer), and (ii) 3 to 4 sales reps, and (iii) 3 client success managers.

Briefly list and describe your key advisors, and their contributions to date. SalesTalk's advisory team includes: *J. Licata*, CEO, Siemens, President & CEO, SER Solutions – sales executive with senior management insight into sales execution, management reporting and sales analytics. Joe was instrumental in defining sales metrics and designing sales reports and analytics needed by sales leaders. *M. Daley*, Sales Executive, CA Technologies, IBM, ROLM, Siemens Enterprise Networks, Cisco – sales process, reporting and analytics, call center expertise. Mark has contributed to SalesTalk's focus and development of opportunities in the call center industry. Currently, he is helping to identify channel opportunities for strategic business relationships between SalesTalk and synergistic businesses. *C. Johnson*, former Managing Partner, Noro-Moseley Partners, CEO, Sales Technologies – positioning and investor criteria. Chuck has more than 30 years' experience in the technology sector, both operational and investment management. He has provided valuable insight into SalesTalk's positioning in the SA industry, helping refine market focus, and setting strategy. *L. Harper*, VP Business Dev, Stanley, Black & Decker, CEO, View Technologies, Founder & President, CribMaster – market assessment and partner strategy. Larry's experience in growing a technology company (ultimately acquired by SB&D) and his strength in identifying synergistic technologies has helped SalesTalk identify prospective business relationships.